

Attractions

Any place that **attracts tourists** (known as an “attraction”) may offer a possible job opportunity for an event planner. Here are some examples of attractions:



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- amusement parks
- aquariums
- casinos
- Disneyland/world
- family fun centers
- factory tours
- ghost towns
- historic sites
- monuments
- museums
- national and state parks
- performing arts
- professional sports teams
- raceways
- scenic trains
- theme parks
- visitor centers
- wineries
- zoos

Many attractions hold events to promote the attraction itself. For example, a zoo may hold a fundraising gala, a museum may host exhibition openings, and a winery may offer wine tasting events. From receptions for donors to open houses, many attractions hold promotional events throughout the year. In addition to such events, attractions are often used as a venue for other events – corporate team building events, family fun days, weddings, holiday parties, conferences, etc.

If a popular attraction in your community isn't currently being used as a venue for events, you could approach them and suggest creating a new department with you as the event coordinator. Armed with the information on marketing that you will find in the next chapter of this guide, you might explain how you could help to promote the attraction to companies for events. If you can show how you will bring more revenue to the attraction than it will cost to employ you, you could create your own job.

One way to find attractions is by checking websites of convention and visitors bureaus. Once again, **OfficialTravelGuide.com** has a map you can click on to find a particular destination and a link for that city's convention and visitors bureau (CVB). Many CVBs have a link to "attractions" on their website, or you can phone and ask for information about local attractions.

OfficialTravelGuide.com <http://www.officialtravelguide.com>

You can find links to Amusement and Theme Parks, as well as Family Fun Centers at:

Amusement Link One Source
<http://members.aol.com/parklinks/links.htm>

To find links to casinos, locally or in major centers such as Las Vegas, visit:

Worldwide Casino Directory <http://casinocity.com/casinos>

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